

## ORDER



**Orders**  
**Order / Rev:** 725129  
**Alt Order #:** 06396965  
**Product Desc:** NO NW TX, NO PROP204  
**Estimate:** 613  
**Flight Dates:** 10/29/12 - 11/06/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** Political

## KPNX

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** No on Prop 204  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Ballot  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	111	\$143,400.00	\$121,890.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	111	\$143,400.00	\$121,890.00	0.00
<b>Totals</b>	<b>111</b>	<b>\$143,400.00</b>	<b>\$121,890.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/31/12	11/02/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	--WTF--	:30	6	\$1,200.00	P-1	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	--WTF--			6		\$1,200.00	0.00					
2	KPNX	10/31/12	11/02/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	--WTF--	:30	6	\$700.00	P-1	0.00	NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	--WTF--			6		\$700.00	0.00					
3	KPNX	10/31/12	11/02/12	M-F 10-11a Kelly	CM	10-11a	--WTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	--WTF--			3		\$600.00	0.00					
4	KPNX	10/31/12	11/02/12	M-F 11a-12p Today Show III	CM	11a-12p	--WTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	--WTF--			3		\$400.00	0.00					
5	KPNX	10/31/12	11/02/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	--WTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	--WTF--			3		\$600.00	0.00					
6	KPNX	10/31/12	11/02/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	--WTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	--WTF--			3		\$400.00	0.00					

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Flight Dates: 10/29/12 - 11/06/12

Advertiser: No on Prop 204  
Product Desc: NO NW TX, NO PROP204  
Estimate: 613  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KPNX	10/31/12	11/02/12	M-F 3-4p Ellen	CM	3-4p	--WTF--	:30	6	\$1,000.00	P-1	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		6				\$1,000.00		0.00			
8	KPNX	10/31/12	11/02/12	M-F 5-530p M-F 5-530p	CM	5-530p	--WTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3				\$1,200.00		0.00			
9	KPNX	10/31/12	11/02/12	M-F 6-630p 12 News 6pm	CM	6-630p	--WTF--	:30	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3				\$2,000.00		0.00			
10	KPNX	10/31/12	11/02/12	Tonight Show Tonight Show	CM	1035-1135p	--WTF--	:30	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3				\$2,000.00		0.00			
11	KPNX	10/31/12	11/02/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	--WTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3				\$600.00		0.00			
12	KPNX	10/31/12	11/02/12	M-F 5-530a 12 News Today	CM	5-530a	--WTF--	:30	6	\$250.00	P-1	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		6				\$250.00		0.00			
13	KPNX	10/31/12	11/04/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	--WTFSS	:30	10	\$3,000.00	P-1	0.00	NM	10	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTFSS		10				\$3,000.00		0.00			
14	KPNX	11/02/12	11/02/12	Fri Prime A Go On/Guys With Kids	CM	658-8p	----F--	:30	2	\$3,500.00	P-1	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		2				\$3,500.00		0.00			
15	KPNX	11/03/12	11/03/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	3	\$500.00	P-1	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		3				\$500.00		0.00			
17	KPNX	11/03/12	11/03/12	Chris Matthews Chris Matthews	CM	Various	-----S-	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2				\$700.00		0.00			
18	KPNX	11/03/12	11/03/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2				\$1,000.00		0.00			
19	KPNX	11/03/12	11/03/12	Local Prime Special SUNDAY SQUARE OFF	CM	7-8P	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$3,000.00		0.00			
20	KPNX	11/03/12	11/03/12	Sat Prime B Chicago Fire	CM	8-9p	-----S-	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2				\$2,000.00		0.00			
21	KPNX	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		2				\$500.00		0.00			
22	KPNX	11/04/12	11/04/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Advertiser: No on Prop 204  
Product Desc: NO NW TX, NO PROP204  
Estimate: 613  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
22	KPNX	11/04/12	11/04/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		2				\$500.00		0.00			
23	KPNX	11/05/12	11/06/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MT-----	:30	4	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		4				\$1,200.00		0.00			
24	KPNX	11/05/12	11/06/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MT-----	:30	4	\$700.00	P-1	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		4				\$700.00		0.00			
25	KPNX	11/05/12	11/06/12	M-F 10-11a Kelly	CM	10-11a	MT-----	:30	4	\$600.00	P-1	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		4				\$600.00		0.00			
26	KPNX	11/05/12	11/06/12	M-F 11a-12p Today Show III	CM	11a-12p	MT-----	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		4				\$400.00		0.00			
27	KPNX	11/05/12	11/05/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	M-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2				\$600.00		0.00			
28	KPNX	11/05/12	11/05/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	M-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2				\$400.00		0.00			
29	KPNX	11/05/12	11/05/12	M-F 3-4p Ellen	CM	3-4p	M-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2				\$1,000.00		0.00			
30	KPNX	11/05/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2				\$1,200.00		0.00			
31	KPNX	11/05/12	11/05/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-----	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2				\$2,000.00		0.00			
32	KPNX	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1035-1135p	M-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$2,000.00		0.00			
33	KPNX	11/05/12	11/05/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	M-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$600.00		0.00			
34	KPNX	11/05/12	11/06/12	M-F 5-530a 12 News Today	CM	5-530a	MT-----	:30	4	\$250.00	P-1	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		4				\$250.00		0.00			
35	KPNX	11/05/12	11/05/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	M-----	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2				\$3,000.00		0.00			
36	KPNX	11/03/12	11/03/12	Breeders' Cup World Th Breeders' Cup	CM	458-6p	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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KPNX

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36	KPNX	11/03/12	11/03/12	Breeders' Cup World Th	CM	458-6p	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
				Breeders' Cup											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$3,000.00		0.00			
37	KPNX	10/29/12	10/29/12	Mon Prime Other	CM	Various	M-----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
				The Voice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$8,000.00		0.00			
38	KPNX	10/29/12	10/29/12	Mon Prime Other	CM	Various	M-----	:30	1	\$7,600.00	P-2	0.00	NM	1	\$7,600.00
				The Voice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$7,600.00		0.00			
													Totals	111	\$143,400.00

\*Tax 1 Note: Tax 0.5%.